

Philippine Fiesta USA, Inc.

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info@fiestainamerica.com

www.philippinefiestausa.com

29th **FIESTA**[®] *in America*

Culture & Business EXPO

Join the largest Filipino indoor business and cultural event in the U.S. East Coast



Sat & Sun, August 15 & 16, 2026 | American Dream, East Rutherford, NJ



Philippine Fiesta USA, Inc. is a 501 (c) (3) not-for-profit organization

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3 Flagship Events

Philippine Fiesta USA, Inc. is a U.S.-registered 501(c)(3) nonprofit organization with nearly three decades of experience advancing Filipino American economic empowerment, cultural visibility, and community leadership.

Through its three flagship events—Fiesta in America, People’s Ball, and Pasko in America—the organization operates a year-round platform that connects culture with commerce, recognizes Filipino American excellence, and strengthens multigenerational ties. Together, these initiatives transform Filipino heritage into a living ecosystem for business growth, professional networking, and cultural continuity across the U.S. East Coast.



People’s Ball

9 August 2026 (Est. 2004)

A premier Filipino American networking and recognition gala honoring leadership, excellence, and achievement across business, arts, healthcare, and public service.



Fiesta in America

15-16 August 2026 (Est. 1996)

The largest indoor Filipino American business and cultural expo on the U.S. East Coast, connecting Philippine brands, local governments, and communities to U.S. markets.



Pasko in America

5 December 2026 (Est. 2023)

A large-scale Filipino Christmas festival celebrating culture, family, and tradition while engaging communities and brands during the peak holiday season.

Message

Mabuhay from New York and New Jersey —and warm greetings to our friends and partners in the Philippines. As we prepare for the 29th Fiesta in America, taking place on August 15–16, 2026 at American Dream in New Jersey, I would like to personally invite Philippine local government units, Philippine brands, and U.S. companies serving the Filipino American market to participate in this milestone edition.

If you are reading this in January, I am currently in the Philippines and can be reached directly while I'm here. We welcome conversations on how your city, province, or organization can take part and make the most of its time in the U.S.



For nearly three decades, Fiesta in America has been a trusted platform where trade, tourism, culture, and community come together. Each year, we convene Filipino American families from across the Northeast alongside a broader multicultural audience, creating a high-impact indoor marketplace for destinations, products, and partnerships. Rather than building a stand-alone event in the U.S., participants step into an established platform with a proven audience and track record.

New for 2026, we are expanding the experience beyond the Expo floor. Confirmed LGU and brand participants may opt to join curated New York landmark tours and focused B2B talks and matchmaking sessions. These additions are designed to ensure that time spent in New York and New Jersey is productive—combining consumer engagement, business discussions, and strategic networking in a single visit.

For LGUs, early confirmation is strongly encouraged. Reserving space in advance secures prime booth locations, allows sufficient preparation time for U.S. visa documentation, and ensures full use of sponsorship benefits such as LED exposure and editorial features. Early participation also signals readiness and credibility to potential investors, tourists, and institutional partners.

For Philippine brands, Fiesta in America remains a strong entry point to the U.S. market. Sectors such as real estate, healthcare recruitment, finance and remittance, travel and tourism, retail and lifestyle, arts and entertainment, and wellness continue to see meaningful engagement. Our audience is highly connected to the Philippines, well-traveled, and digitally active—making them both customers and advocates.

Held just minutes from Manhattan at a world-class venue, Fiesta in America places Philippine cities, provinces, and brands alongside global names—while retaining the warmth, pride, and bayanihan that define our community.

As we approach our 29th year, we invite partners to plan early and participate with purpose. Fiesta in America remains committed to turning cultural presence into real opportunity.

Sincerely,

A handwritten signature in black ink, appearing to read 'Fernando Mendez'. The signature is fluid and cursive, written over a white background.

Fernando Mendez

President & CEO

Philippine Fiesta USA, Inc. dba Fiesta in America

A Life Spent Building Bridges Between Culture and Community

Fernando “Nanding” Mendez is a Filipino-American community leader, creative professional, and institution-builder whose work has helped elevate Filipino culture, enterprise, and identity in the United States for nearly three decades.

His journey began in the Philippines, where he showed early promise as an artist, winning First Prize in the Philippine National Poster Design Competition at just 16 years old. He went on to study Fine Arts at the University of Santo Tomas, earning multiple awards in painting, illustration, and photography. He later became one of the youngest art directors at Philippine Advertising Counselors, working on major brands such as San Miguel Beer, Marlboro, Singer, and Scott Paper, and contributing to the visual language of Philippine advertising during a critical period of growth.

After immigrating to the United States in 1982, Mendez continued his work in design, earning recognition including First Prize for the Seal of the City of Billings, Montana. But it was in New York where his work evolved into something more lasting—building platforms for the Filipino community that combined creativity, business, and cultural purpose.

In 1992, he founded Special Edition Press and launched Special Edition Magazine, a nationwide Filipino American publicatio. At a time when Filipino voices were underrepresented in U.S. media, the magazine became a platform for serious thought, storytelling, and discourse. It featured contributions from some of the Philippines’ most respected writers and intellectuals, including Luis Francia, Ninotchka Rosca and Alfred Yuson. By bringing these voices to a U.S. audience, the publication helped expand Filipino representation beyond community newsletters and into broader cultural conversation.

In 1996, together with his late wife Milagros Mendez, he founded Philippine Fiesta USA, Inc., establishing Philippine Fiesta until its renaming to Fiesta in America. Notably, he is the only Filipino American to have launched a Philippine expo at the prestigious Jacob K. Javits Convention Center in New York City as early as 1995 — setting a precedent for presenting Filipino culture and enterprise at a premier international venue. What began as a cultural gathering has since grown into one of the longest-running Filipino indoor expos in the United States, all aimed at capturing



northeast-based Filipino Americans.

Distinct from traditional festivals, Fiesta in America functions as a hybrid expo—where culture and commerce meet. It provides a space where Philippine industries—tourism offices, developers, entrepreneurs, and service providers—connect directly with Filipino Americans and the broader U.S. market.

Over time, the platform has become a working bridge between the Philippines and its diaspora. Businesses gain visibility, generate leads, and explore expansion opportunities, while attendees experience the Philippines not only as heritage, but as a dynamic and modern economy.

This approach has helped reposition Filipino cultural events from purely nostalgic gatherings into forward-looking platforms for economic participation, cultural relevance, and global engagement.

In the 21st century, Mendez has continued to evolve Fiesta in America in step with the changing Filipino diaspora. What began as a pioneering expo in the 1990s has grown into a multi-dimensional platform—integrating business networking, tourism promotion, media partnerships, and cultural programming that reflects a more global connected Filipino identity.



How Fiesta in America Works

Filipino American consumers are among the most economically resilient and globally connected diaspora groups in the United States. Fiesta in America provides Philippine local governments and brands with a proven platform to deepen engagement with this market through face-to-face interaction and cultural connection.

Held annually in a high-traffic New Jersey venue, the event brings together culture, commerce, and decision-makers from various industries. These include airlines, hotels, entertainers, small businesses as well as healthcare facilities in the northeast and top FORTUNE 500 companies targeting 300,000+ Filipino Americans in the northeast.

Fiesta in America brings Filipino culture alive at American Dream, NJ through a two-day showcase.

Double the market exposure:

Two full days of wall-to-wall engagement, giving you twice the visibility and interaction opportunities.

Twice the consumer interactions:

Face-to-face connections with thousands of attendees, allowing you to build trust and drive meaningful sales.

120,000 weekend shoppers:

Leverage the high foot traffic of American Dream, filled with eager consumers seeking free, immersive events.

- A premium venue that enhances your brand: American Dream's world-class environment elevates the prestige of your business.
- Flexible participation options: Choose from one-day or two-day booth packages tailored to your business needs.
- Integrated marketing touchpoints: Showcase your brand in multiple ways, including exhibit booths, on-stage LED screens, in Fiesta Talks Magazine, our e-newsletter, and across social media platforms.

From Presence to Results

Fiesta in America is structured as more than an exhibition. It functions as a conversion platform—designed to move partners from visibility to engagement, and from engagement to measurable outcomes.

Inputs

LGU participation, brand activations, cultural programming, media partnerships

Activities

Live consumer engagement, trade exhibits, on-stage features, editorial coverage, curated B2B discussions

Outputs

Qualified leads, bookings, recruitment conversations, media impressions, partnership inquiries

Outcomes

Increased tourism consideration, investment interest, workforce pipelines, and sustained brand recall among Filipino American consumers

Real Estate Development

Proven ROI: Previous sponsors secured \$300,000+ in property transactions

Direct access to buyers seeking luxury vacation homes, investment properties, and retirement residences in the Philippines

Premium positioning to investors with strong ties to the Philippine market

Healthcare Recruitment

Connect with qualified healthcare professionals in the nation's largest Filipino nursing community

Direct recruitment pipeline to licensed nurses and NCLEX passers

Build relationships with experienced healthcare professionals seeking advancement

Remittance Services

Tap into the \$13.7B Filipino American remittance market

Engage with frequent remitters (30% send monthly, averaging \$500 per transaction)

Access to a community with strong family ties and financial commitments

Airline Industry

Previous airline partner secured \$45,000 in direct bookings

Access to Philippines-bound travelers (447,000 annual Filipino travelers)

Opportunity to showcase premium travel packages to a travel-ready audience



Performance Reports

This report presents a comprehensive overview of the key activities and outcomes from our event. It includes a breakdown of our Instagram reach and engagement, a spotlight on the celebrities and influencers who graced our stage, a summary of our media partnerships, and a list of sponsors, exhibitors, and advertisers who supported the event.

We also highlight our top performing social media posts and showcase the talent -- performers, celebrities and content creator -- who helped make the event a success.

Performance indicators:

- High dwell time at exhibitor booths driven by cultural affinity
- On-site sales and qualified leads reported across real estate, travel, retail, and services
- Sustained post-event engagement through editorial and digital channels

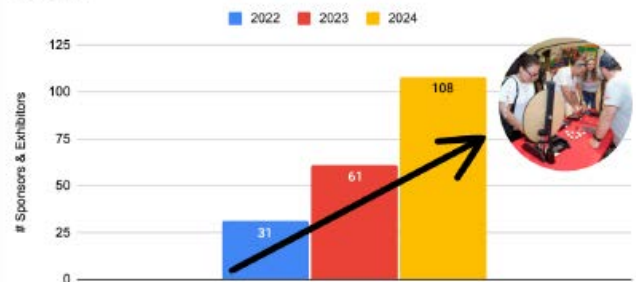


SPONSORS, EXHIBITORS, ADVERTISERS

2022-2024

Fiesta in America Sponsors, Exhibitors, and Advertisers

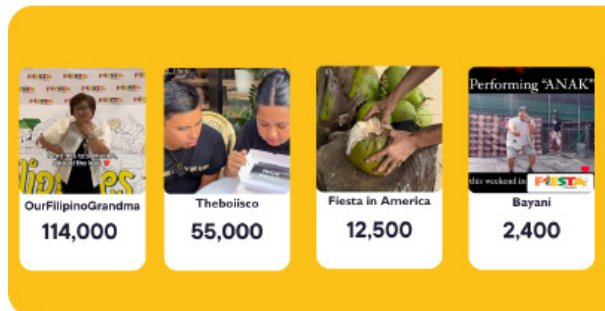
2022-2024



TOP SOCIAL MEDIA POSTS

2022-2024

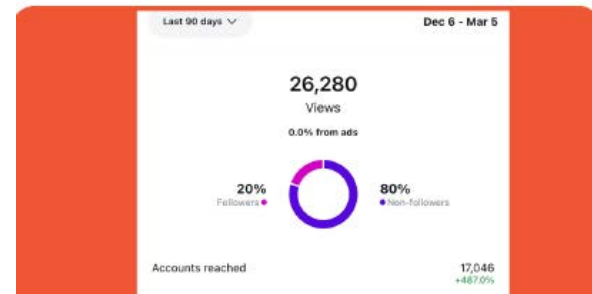
OF VIDEO VIEWS ON FIESTA IN AMERICA'S INSTAGRAM AS 3/5/2025



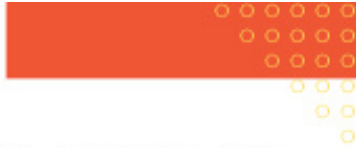
+487% INSTAGRAM REACH 26,280 INSTAGRAM VIEWS

(PAST 90 DAYS)

DECEMBER 4, 2024 - MARCH 5, 2025







Performance Reports



CELEBRITIES & INFLUENCERS

2022-2024

AMOUNT OF FOLLOWERS AS OF 3/5/2025

 <p>Jessica Sanchez TikTok : 448k Instagram : 296k Facebook: 2.2 million</p>	 <p>Rachel Alejandro TikTok: n/a Instagram: 118k Facebook: 29k</p>	 <p>Our Filipino Grandma TikTok: 1.8 million Instagram: 761k Facebook: 11.6</p>	 <p>JAGMAC TikTok: 1.1 million Instagram: 17k Facebook: 52k</p>
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PERFORMERS

2022-2024



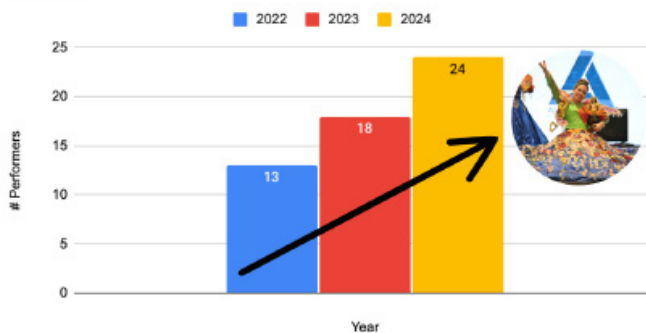
MEDIA PARTNERS

2022-2024

OF FOLLOWERS ON FACEBOOK

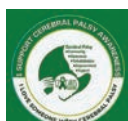
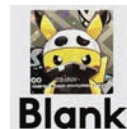
Fiesta in America Performers

2022-2024



 <p>GMA Pinoy TV 5.8 million</p>	 <p>Inquirer 112,000</p>	 <p>KUBO 14,000</p>	 <p>The FilAm 7,700</p>
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Some Sponsors & Exhibitors





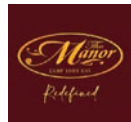
Pinoy of America



ROCKWELL LAND



MEGAWORLD



Market Opportunities

Maximize your brand's impact with our comprehensive sponsorship package. Enjoy integrated consumer touchpoints, including prominently located booths, full-page magazine ads, one-year website exposure, onstage LED screen videos, e-newsletter features, and targeted social media postings. Seize the chance to connect with your audience across multiple platforms. Visit philippinefiestausa.com

Exhibit With Us. Our spacious Trade Pavilion booths offer exhibitors all-day opportunities for direct sales, relationship building, and capturing email addresses for ongoing outreach. Booth sizes range from standard (8ft x 6ft) to double units, with prime or corner locations available.

Key Market Statistics

13,000 direct event attendees at Fiesta in America

120,000 American Dream weekend visitors, plus local government officials, invited investors and guests

300,000 Filipino Americans in NY/NJ area

\$100,600 median Filipino-American household income

75% Filipino immigrants are naturalized US citizens

447,000 annual Filipino travelers to Philippines

\$13.7B Filipino-American remittance market

Approximately **32%** of foreign-trained nurses in Northeast US are Filipinos



OUR MISSION

To create economic opportunities by connecting Filipino businesses, Philippine destinations, and U.S. markets through culture-driven commerce.

OUR VISION

To establish Filipino culture as a visible and practical driver of economic growth in the United States -- helping Filipino-owned businesses thrive and strengthening ties between the Philippines and the Filipino American community.

Market Opportunities

Fiesta in America is not a one-off trade mission. It is not a closed-door B2B conference. It is not a purely cultural festival.

Instead, it operates as a hybrid consumer-business platform, embedded within one of the highest-traffic retail environments in the United States—where Filipino American families, professionals, and decision-makers naturally gather.

Here's how our industry-specific opportunities can transform Filipino businesses:

Airline/Tourism

- Access to Philippine-bound travelers
- Opportunity to showcase premium travel packages to a travel-ready audience

Health & Wellness

- Connection with healthcare professionals in the second largest Filipino nursing community, next to California
- High concentration of Filipino nurses in our event

Real Estate Development

- Direct access to buyers seeking luxury vacation homes, investment properties, and retirement residences in the Philippines
- Premium positioning to investors with strong ties to the Philippine market

Remittance Services

- Tap into the \$13.7B Filipino American remittance market
- Engage with frequent remitters (30% send monthly, averaging \$500 per transaction)
- Access to a community with strong family ties and financial commitments



“ I am a seasoned exhibitor from the Philippines. 90% of my mainstay products sold well (at Fiesta in America) with my luxury gems also attracting some buyers. ”

Shirley Ybanez

Owner, Eastern Gems dba Modern East





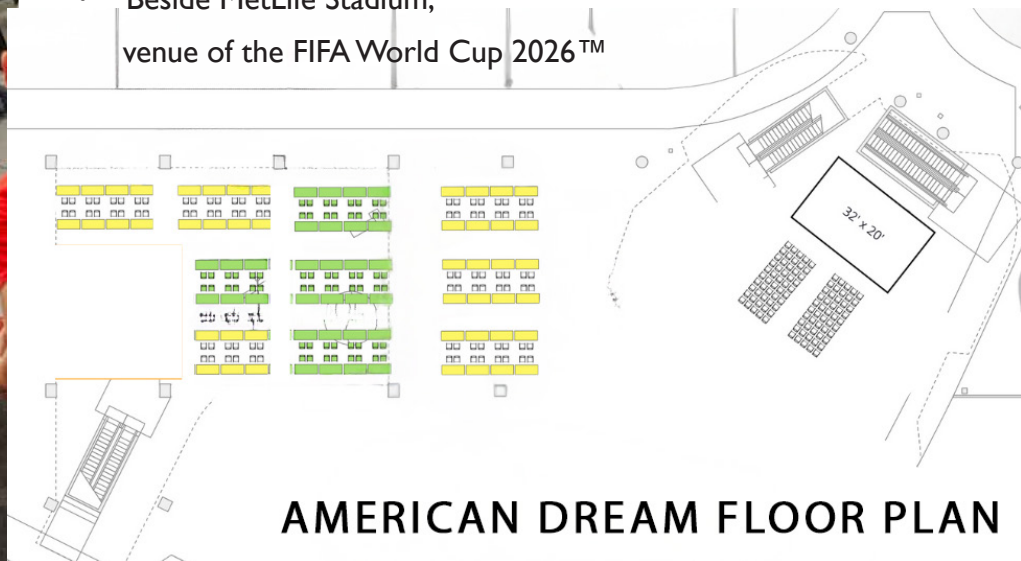
AMERICAN
DREAM™

American Dream Wy, East Rutherford, NJ

Venue

3 million square feet of various attractions

- 3 viewing floors, right in mall's entrance at Court A
- Nickelodeon Universe Theme Park, the largest indoor theme park in North America
- DreamWorks Water Park, the largest indoor water park in North America
- Big SNOW, North America's first indoor real-snow ski park
- Over 450 retail stores
- Large food court beside Fiesta's event
- Korean supermarket H-Mart behind Fiesta
- Various specialty food vendors and restaurants
- Large parking facilities
- 10-15 min access to New York City
- Beside MetLife Stadium, venue of the FIFA World Cup 2026™



Target Audience



Primary

Filipino Americans in the Northeast
Mainstream Americans

Professional

Healthcare sector professionals
Small business owners
Corporate professionals

Life Stage

Young professionals (25-40)
Families with children
Empty nesters
Retirees/seniors

Interest-Based

Cultural event enthusiasts
Entertainment fans

Travel planners

Property investors

Geographic

NY/NJ residents

East Coast visitors from other states

Weekend mall visitors

Behavioral Segments

Frequent travelers/visitors to PH

Regular remittance senders

Active social media users

Economic

Middle-income families

Young urban professionals

Investment-minded individuals

New York Tour Package for LGUs (Platinum Sponsorship)

Special Offer for Visiting PH Local Government Officials

1

1-Day Manhattan Experience, Free for Platinum Sponsors

Included FREE under Platinum Sponsorship

2

3-Day New York Leadership & Culture Immersion, Free for Up to 3 People for Platinum and Diamond Sponsors.

For other exhibitors, here are three pricing models you can choose from:

Option A: Standard Industry-Competitive Rate
\$1,295 per person (meals not included)

(includes The Edge, Statue of Liberty, museums, tours, guide, transport, lunch meals)

Option B: Delegation Bundle Pricing
\$8,500 for up to 10 people (3 people free) then \$750 for each additional person (meals not included)

Option C: Premium VIP Package (strong positioning)



Non-stop 30+ Performances



Performers at Fiesta in America come from both the Philippines and the United States, bringing together a wide range of voices, styles, and traditions that reflect the Filipino and Filipino American experience. Each year, the event welcomes more than 30 established artists, emerging talents, and community-based cultural groups—spanning music, dance, and contemporary performance—creating a shared space where performers connect naturally with audiences

across generations. These performances are an integral part of the Fiesta experience, adding energy, meaning, and cultural pride to an event that brings together business, tourism, and community in one vibrant gathering. *Photo above left shows Philippine-based singer-actress Vina Morales; inset, below right: watch our interview with US-based Filipina-Mexican [Jessica Sanchez](#), AGT Winner 2025*





“

Before coming to Fiesta/Pasko in America, I hadn't experienced many events that celebrated Filipino heritage so openly and beautifully. Here, we unite as artists, entrepreneurs, and so much more. As a young Filipina American, I am grateful to have found a community where I feel welcomed, confident in my identity, and deeply proud of my family's culture. ”

*Evangeline Pabalan
Singer*



Editorial Coverage

Fiesta Talks Magazine: Your Gateway to Extended Brand Impact

Direct sales, marketing and brand-burnishing touches at Fiesta in America extends to the printed page as well. Fiesta Talks is Fiesta in America's official publication provides a handheld platform from which attendees can be engaged in through ads, advertorials, and response mechanisms such as coupons.

And because Fiesta Talks is often taken home as a freebie, its pass-on readership ensures consumer touches even after Fiesta in America.

Print Magazine Advertising (Fiesta Talks)

- Back Cover \$3,000
- Inside Full Page/Back or Front \$2,000
- Premium Page \$1,000 (first 5 pages starting page 3)
- Inside Full Page \$600

Secure premium visibility through our comprehensive media package. As a main sponsor, you'll receive cover story placement, a dedicated two-page feature spread, premium full-page advertisement, integrated digital coverage across our platforms, targeted pre and post-event press releases, and prominent logo placement in all event marketing materials.

Cover page feature highlighting your role as major sponsor

- Two-page spread for in-depth story coverage
- Full-page advertisement in premium position
- Digital coverage across our online platforms (website and social media)
- Pre and post-event press release (website and social media)

Print Ad Mechanical Requirements:

Publication trim size is: 8" x 10.5" Preferred ad format: Adobe PDF file

Please send all finished digital artwork to info@fiestainamerica.com

Deadline for submission is July 16, 2026. The magazines are distributed to all attendees at Fiesta in America as well as in Filipino establishments in New York and New Jersey.



Philippine Fiesta USA, Inc. dba Fiesta in America • 124 East 40th Street, Suite 1004, New York, NY 10016
 +1.212.682.6610 (M-F, 10 am-5:30 pm, EST) | +1.917.612.8861
 email: info@fiestainamerica.com | www.fiestainamerica.com | philippinefiestausa.com

2026 Sponsorship Contract

Please select your participation level (two-day commitment except *Exhibitor level)

<input type="checkbox"/> Platinum	(Call us)	<input type="checkbox"/> Gold	\$15,000	<input type="checkbox"/> Silver	\$7,500
<input type="checkbox"/> Diamond	\$25,000	<input type="checkbox"/> Titanium	\$10,000	<input type="checkbox"/> Bronze	\$5,000

*See separate form for Exhibitor level

Company Name: _____ Website: _____

Name to Display on Booth Sign (required, can be dba, brand name): _____

Contact Person: _____ Position/Title: _____ Address: _____

City: _____ State/Province: _____ Zip Code: _____

Phone: _____ Fax: _____ Email: _____ Signature: _____

Date: _____ Badge Names (up to 4): _____

(A separate badge form is available if all names cannot be listed here.)

Description of company booth and products _____

Additional Information or Request(s) to Fiesta in America: _____

I hereby agree that the company above (hereafter called the "Sponsor") contracts for space(s) at Fiesta In America 2026 to be held at American Dream, East Rutherford, NJ, on August 15–16, 2026, starting at 10:00 a.m., and that the Sponsor agrees to abide by all terms, conditions, rules, and regulations attached hereto and made part of this agreement.

Sponsor

Signature: _____

Name in Print: _____

Title: _____

Date: _____

Acknowledged by:

NANDING M. MENDEZ, President and CEO

Fiesta in America Main Office:

124 East 40th Street, Suite 1004, New York, NY 10016 USA

Telephone: +1.212.682.6610 | +1.917.612.8861

Email: info@fiestainamerica.com

www.fiestainamerica.com | www.philippinefiestausa.com

Payment Instructions

1. Check or Money Order:

- **Payment in US dollars:** Make check payable to Philippine Fiesta USA, Inc.
- **Payment in Philippine peso:** Make check payable to Fiesta in America Organization, Inc.

Mail to 124 E 40th Street, Suite 1004, New York, NY 10016.
 Check payment accepted until June 30, 2026.

2. Bank Transfer

Details will be provided via email once signed contract is received.

3. Credit Card: A 3% processing fee applies. Please provide

Visa Mastercard Amex (US)

Account Name: _____

Credit Card Number: _____

Billing Address: _____

Expiration Date: _____ Security Code: _____

Authorized Signature: _____



Philippine Fiesta USA, Inc. dba Fiesta in America • 124 East 40th Street, Suite 1004, New York, NY 10016
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 email: info@fiestainamerica.com | www.fiestainamerica.com | philippinefiestausa.com

2026 Exhibitor Contract

1 unit regular table (6ft. x 30in. in total 8 ft of exhibit space) \$1,800/day or \$3,400/2 days

Table Fee Inclusions:

- One (1) Draped Table (6ft x 30in.) Two (2) Chairs Exhibitor Badges (2) Signboard Name (1)

Note: Table fee excludes electricity, water, and business licenses. Electricity must be ordered separately.

Additional needs (paid separately): Electrical Service, outlets: _____ (\$85 per piece) Drayage Service, lbs: _____

Company Name: _____ **Website:** _____

Name to Display on Booth Sign (required, can be dba, brand name): _____

Contact Person: _____ **Position/Title:** _____ **Address:** _____

_____ **City:** _____ **State/Province:** _____ **Zip Code:** _____

Phone: _____ **Fax:** _____ **Email:** _____ **Signature:** _____

Date: _____ **Badge Names (up to 2):** _____

Description of company booth and products _____

Additional Information or Request(s) to Fiesta in America: _____

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Sponsor

Signature: _____

Name in Print: _____

Title: _____

Date: _____

Acknowledged by:

NANDING M. MENDEZ, President and CEO

Fiesta in America Main Office:

124 East 40th Street, Suite 1004, New York, NY 10016 USA

Telephone: +1.212.682.6610 | +1.917.612.8861

Email: info@fiestainamerica.com

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Check payment accepted until June 30, 2026.

2. Bank Transfer

Details will be provided via email once signed contract is received.

3. Credit Card: A 3% processing fee applies. Please provide

Visa Mastercard Amex (US)

Account Name: _____

Credit Card Number: _____

Billing Address: _____

Expiration Date: _____ Security Code: _____

Authorized Signature: _____



Rules & Regulations

1. All exhibits at the show shall be for the promotion and benefit of consumer products and services stated in this contract, and such products must be available either for wholesale, retail, or end-user purchase.
2. Unless the contract specifically provides otherwise, no sponsor or exhibitor may sublet or resell to, or permit the use of any part of the space to any other organization or individual. Violations will result in cancellation of participation.
3. All sponsors and exhibitors must maintain their tables' cleanliness at all times during the duration of the show.
4. Sponsors and exhibitors shall only set up from 7:00 AM to 10:00 AM on Saturday, August 15, 2026, and may close and dismantle their tables after 7:00 PM on the same day.
5. No participant may use decoration, equipment, or furniture which extends to the public aisle or exceeds 1.25 meters in height within the first 1.50 meters from the aisle. Nothing may exceed 2.5 meters in height at any point in the stand. Those requesting a waiver of these restrictions must submit a detailed diagram of the display plan, including front and side elevations with all dimensions, at least 90 days prior to the first day of set-up for approval. If any display is erected that violates this rule or deviates from an approved plan, FIESTA IN AMERICA, under its company Philippine Fiesta USA, Inc., has the right to perform, at the sponsor's or exhibitor's expense and without further approval, any work necessary to bring such display into compliance. Neither FIESTA IN AMERICA nor its agents, employees, or contractors shall be liable for any damage to participants' displays resulting from such work.
6. Failure to comply with show schedules or requests for information regarding table display or personnel will be grounds for cancellation of the participant's table. In such an event, FIESTA IN AMERICA may resell such space without any further obligation to the sponsor or exhibitor.
 - 6-A. To ensure that sponsors and exhibitors receive the full range of entitlements included in their selected package (such as logo and video display on LED walls, advertisement placement in Fiesta Talks magazine, and other promotional benefits), confirmation with full payment must be received at least one (1) month prior to the event. Confirmations received at least eight (8) business days before the event may still receive limited entitlements at the discretion of FIESTA IN AMERICA, though not the full package. Confirmations received seven (7) business days or fewer before the event will only be accommodated with a basic skirted table, without any additional entitlements. All participants are respectfully reminded to adhere to deadlines so that FIESTA IN AMERICA can deliver the promised visibility and benefits in a timely and professional manner.
 - 6-B. Electrical service is not included in the table fee. Exhibitors may request a standard outlet at the rate of \$85 per exhibitor, payable in advance.
7. Food sales are regulated by the East Rutherford New Jersey Department of Health and subject to other regulations as promulgated by Federal, State, and local authorities. Health permits are required.
8. Participants may not schedule or host activities that conflict with the officially published program of the show, including seminars, food functions, or show floor hours. Any proposed ancillary events or gatherings within one (1) month prior to the show dates must be disclosed to and approved by FIESTA IN AMERICA. In addition, participants must not conduct business or activities that disrupt the event or diminish its value to fellow sponsors and exhibitors.
9. FIESTA IN AMERICA will provide security for the general supervision of the exhibit hall only during exhibition hours. FIESTA IN AMERICA is not responsible for any loss whatsoever. Participants may provide security for their exhibits at their own expense.
10. Each participant shall be entitled to two (2) free badges per unit to the show floor. Two (2) additional badges for participant personnel are available at \$15 each, for a maximum of four (4) total badges per participant; table exhibitors receive two (2) badges. Badge names must be submitted no later than seven (7) business days before the event to guarantee printed badges. Requests submitted after the deadline will not be processed in advance; any on-site additions or changes will be issued as handwritten badges only. All badges are the property of FIESTA IN AMERICA, are for authorized personnel only, and are non-transferable. Violators will have their badge confiscated and may lose their entitlements. For security reasons, badges can only be picked up on the first day of the event at American Dream (Court A) during Move-in/Booth Set-up hours (or after), but not prior to.
11. Each sponsor or exhibitor and each of its authorized contractors shall carry insurance covering liability for personal injury, property damage, fire, theft, and worker's compensation, and shall protect, indemnify, and hold harmless FIESTA IN AMERICA, American Dream, and their subcontractors, officers, agents, and employees against all claims, losses, suits, damages, costs, and expenses of any kind, including attorney's fees, resulting from the sponsor's or exhibitor's use or occupancy of the exhibit space, its products, or actions of its agents or employees. FIESTA IN AMERICA carries public liability insurance for liabilities arising from common areas of the exhibits including installation, dismantling, and operation of the show. Common areas include entrances, aisles, and restrooms.
12. Each sponsor and exhibitor shall be solely responsible for complying with all laws, ordinances, and regulations pertaining to customs, health, fire prevention, and public safety while participating in the show.

12-A Customs & Import Compliance. Foreign sponsors and exhibitors are solely responsible for securing all necessary customs clearances, permits, and licenses for products brought into the United States, including compliance with U.S. Customs and Border Protection (CBP), Food and Drug Administration (FDA), and other applicable regulations. FIESTA IN AMERICA assumes no responsibility for goods delayed, seized, or confiscated by U.S. authorities. All costs, penalties, or losses resulting from such actions remain the sole responsibility of the exhibitor.

13. FIESTA IN AMERICA reserves the right to assign all exhibit space, to make and change booth assignments at any time, and to make, change, or waive such rules as it considers to be in the best interest of the show. Exclusivity: Reservations will be accepted on a first-come, first-served basis. FIESTA IN AMERICA will not deny space to exhibitors, sponsors, or advertisers who have not violated any provision in this contract.

14. Payment in full is due upon signing of this agreement. Requests for cancellation must be made in writing to FIESTA IN AMERICA. It reserves the right to issue company credit in lieu of refunds. Refund schedule: Cancellations received by May 1, 2026 – 50% refund; after May 31, 2026 – no refund. If no company representative is able to acquire a U.S. visa, FIESTA IN AMERICA will refund 70% of the registration fee provided that proof of the U.S. Embassy decision is attached with the request for cancellation. Participants are advised to evaluate the event's merit in connection with their marketing objectives, including visitors' profile, program, and environment, before signing this agreement. No cancellation is honored after the opening of the 2026 event for any reason.

15. Distribution of flyers, posters, and other kinds of promotional materials will be limited to the immediate front of participants' tables. This activity is prohibited in common areas such as the hall entrance, cultural festival, food court, and other activity areas. After an initial warning, further violation will result in immediate cancellation of exhibitor's participation.

15-A. Travel, Accommodation, and Tax Liabilities for Foreign Performers. When a sponsor or exhibitor elects to bring a celebrity, artist, or performer to participate in the event, the sponsoring company shall be responsible for all related expenses. FIESTA IN AMERICA may, at its sole discretion, provide airfare and/or hotel accommodation as part of a negotiated sponsorship or performance arrangement; however, all incidental costs—including but not limited to hotel taxes, resort or occupancy fees, room service, minibar charges, laundry, gratuities, baggage fees, airport surcharges, government-imposed travel taxes, and any other personal expenses—remain the sole responsibility of the company representing the foreign performer. Companies bringing in talents further agree to comply with all U.S. tax reporting and withholding requirements for payments to foreign performers and to indemnify and hold harmless FIESTA IN AMERICA from any claims, penalties, or liabilities arising from such obligations.

16. Early Bird discounts apply for sponsors, exhibitors, and advertisers before May 31, 2026. Email info@fiestainamerica.com with the subject headline 'EARLY BIRD DISCOUNT.'

17. The management of FIESTA IN AMERICA reserves the right to reject a company as a participant.

17-A. Termination for Breach. FIESTA IN AMERICA reserves the right to terminate this Agreement immediately, without refund, if a sponsor, exhibitor, or performer breaches any provision of this Agreement or engages in conduct that FIESTA IN AMERICA reasonably deems unlawful, unsafe, or detrimental to the success or reputation of the event.

17-B. Data & Privacy Compliance. To the extent sponsors or exhibitors collect, access, or receive personal data of attendees (including names, emails, or contact information), such data may only be used for event-related follow-up and must comply with all applicable privacy laws, including U.S. federal and state regulations. Sponsors and exhibitors are prohibited from selling, transferring, or otherwise misusing attendee data.

17-C. Tax Obligations for Foreign Sponsors and Exhibitors. Foreign sponsors and exhibitors acknowledge that participation in the event may create U.S. federal, state, or local tax obligations. Sponsors and exhibitors are solely responsible for determining and complying with any such tax requirements, including but not limited to income, sales, and reporting obligations. FIESTA IN AMERICA assumes no responsibility for the tax status or compliance of foreign participants.

18. Arbitration & Mediation. Any dispute, controversy, or claim arising out of or relating to this Agreement shall first be submitted to good faith mediation in the State of New Jersey. If mediation is unsuccessful, the matter shall be resolved by binding arbitration in New Jersey under the rules of the American Arbitration Association (AAA).

Exclusivity Clause for Premium Sponsors. At its sole discretion, FIESTA IN AMERICA may grant exclusivity to a sponsor in a particular product or service category as part of a premium sponsorship package. Exclusivity is not implied or guaranteed unless expressly stated in writing.

Acknowledged by: _____ **Date:** _____

Sponsorship & Exhibitor Package

Early Bird Special Discounts Up to May 31, 2026

	SPONSORS						EXHIBITORS
SPONSOR & EXHIBITOR	PLATINUM	DIAMOND	GOLD	TITANIUM	SILVER	BRONZE	EXHIBITORS
FIESTA IN AMERICA -- Aug 15 & 16, 2026	Please contact us for pricing	\$25,000 (Two days)	\$15,000 (Two days)	\$10,000 (Two days)	\$7,500 (Two days)	\$5,000 (Two days)	\$3,400 (Two days) or \$1,800 (One day)
EARLY BIRD DISCOUNTS apply only to two-day sponsorship commitments (confirmation on or before May 31, 2026)	<input checked="" type="checkbox"/>	\$2,000 (discount)	\$1,500 (discount)	\$1,000 (discount)	\$500 (discount)	\$500 (discount)	\$200 (discount)
Exhibit & Booth Presence (open top, 4' height limit)							
One skirted 6ft. X 30in. table (exhibit space with table is 8 feet)	<input checked="" type="checkbox"/>	Two (2)	Two (2)	Two (2)	Two (2)	One (1)	One (1)
Chairs per table for booth staff	<input checked="" type="checkbox"/>	Four (4)	Four (4)	Two (2)	Two (2)	Two (2)	Two (2)
Company signage displayed onsite	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Website & Social Media Exposure							
Co-branded event promotion with video ad placement on Fiesta in America homepage	<input checked="" type="checkbox"/>						
Website blog post featuring sponsor, anchor linked to client's website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					
Philippine Fiesta USA website logo exposure for 8 months	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social media posts before event	Three (3)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Welcome announcement with sponsor's and exhibitor's logo on Facebook and Instagram	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Prime Placement & Marketing Visibility							
Out-of-home billboard placement near Philippine Airlines at JFK Airport or Times Square (extra fee)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo featured on all pre-event and onsite marketing materials including posters, digital ads, LED wall displays, and Fiesta Talks Magazine	Standee near stage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PA/emcee shoutouts — live announcements from the emcee during the event	Five (5)	Three (3)	One (1)	One (1)	One (1)		
Guaranteed mention in at least one press release distributed to U.S. and Philippine media	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Stage & Speaking Presentation Opportunities Onstage with LED Wall (28 x 8 ft) in Background							
Stage time with AV, followed by a muted visual backdrop as your representative addresses the audience	<input checked="" type="checkbox"/>	10 min speaking; video playing	5 min	2 min	2 min		
Speaking presentation onstage (muted visual backdrop)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				

SPONSOR & EXHIBITOR	PLATINUM	DIAMOND	GOLD	TITANIUM	SILVER	BRONZE	EXHIBITORS
30-second LED reel (video playing, audio muted)	Six (6)	Four (4)	Four (4)	Four (4)	Four (4)	One (1)	
Looping LED logos; duration at FIA discretion	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Fiesta Talks Magazine (8 x 10.5 inches, printed and displayed on site's homepage)							
Inside front cover, inside back cover, or back cover advertisement in Fiesta Talks Magazine (first come, first served)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Full-page sponsor-penned advertorial in <i>Fiesta Talks Magazine</i> * (8 x 10.5 inches)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Full-page feature article of sponsor for <i>Fiesta Talks</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					
Listing in exhibitors' index in <i>Fiesta Talks Magazine</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Newsletter Marketing							
Sponsor-or FIA-penned 150-word copy in E-Newsletter distributed weekly to 7K subscribers, with call-to-action link to sponsor site	Three (3)	One (1)	One (1)	One (1)			
Misc							
Tour package of NY landmarks and Filipino American communities	<input checked="" type="checkbox"/>						
Business talk with target audience	<input checked="" type="checkbox"/>						
PEOPLE'S BALL (FIA Companion Gala, Aug 9, 2026)							
Complimentary seats	Seven (7)	Five (5)	Three (3)	Two (2)	One (1)		
Standee banner at reception area	One (1)	One (1)					
Exhibitor tables at reception area	One (1)	One (1)					
Onstage opportunity: 5-minute AV presentation (with video and audio)	One (1)	One (1)					
Looping LED reels with audio	One (1)						
Looping 30-to 60-sec video commercials (muted audio)	Three (3)	One (1)					
Looping LED logos; duration at FIA discretion	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

*To ensure that sponsors and exhibitors receive the full range of entitlements listed in their chosen package (such as logo and video display on LED walls, advertisement placement in Fiesta Talks magazine, and other promotional benefits), confirmation must be secured in advance of published deadlines. Any confirmation received seven (7) business days or less before the event will be accommodated with a basic skirted table only, without the additional entitlements outlined in the sponsorship or exhibitor package. We kindly ask all participants to respect deadlines so that we can deliver the promised visibility and benefits in a timely and professional manner.

**5,000 copies of Fiesta Talks Magazine, the official publication, is distributed to Filipino stores one week before the event and are distributed for free among Fiesta In America attendees. The online PDF flipbook is displayed on the homepage of philippinefiestausa.com the whole year round. Size of content available is 8 x 10.5 inches. Videos for LED wall must be submitted two months before the event to allow for posting on social media and other promotional initiatives.

DIAMOND SPONSOR: \$25K

SPONSOR & EXHIBITOR PACKAGES	DIAMOND
FIESTA IN AMERICA -- Aug 15 & 16, 2026	\$25,000 (Two days)
EARLY BIRD DISCOUNTS apply only to two-day sponsorship commitments (confirmation on or before May 31, 2026)	\$2,000 (discount)
Exhibit & Booth Presence (open top, 4' height limit)	
One skirted 6ft. X 30in. table (exhibit space with table is 8 feet)	Two (2)
Chairs per table for booth staff	Four (4)
Company signage displayed onsite	<input checked="" type="checkbox"/>
Website & Social Media Exposure	
Co-branded event promotion with video ad placement on Fiesta in America homepage	
Website blog post featuring sponsor; anchor linked to client's website	<input checked="" type="checkbox"/>
Philippine Fiesta USA website logo exposure for 8 months	<input checked="" type="checkbox"/>
Social media posts before event	<input checked="" type="checkbox"/>
Welcome announcement with sponsor's and exhibitor's logo on Facebook and Instagram	<input checked="" type="checkbox"/>
Prime Placement & Marketing Visibility	
Out-of-home billboard placement near Philippine Airlines at JFK Airport or Times Square (extra fee)	<input checked="" type="checkbox"/>
Logo featured on all pre-event and onsite marketing materials including posters, digital ads, LED wall displays, and Fiesta Talks Magazine	<input checked="" type="checkbox"/>
PA/emcee shoutouts — live announcements from the emcee during the event.	Three (3)
Guaranteed mention in at least one press release distributed to U.S. and Philippine media	<input checked="" type="checkbox"/>
Stage & Speaking Presentation Opportunities Onstage with LED Wall (28 x 8 ft) in Background	
Stage time with AV, followed by a muted visual backdrop as your representative addresses the audience	10 min speaking; video playing
Speaking presentation onstage (muted visual backdrop)	<input checked="" type="checkbox"/>
30-second LED reel (video playing, audio muted)	Four (4)
Looping LED logos; duration at FIA discretion	<input checked="" type="checkbox"/>

SPONSOR & EXHIBITOR PACKAGES	DIAMOND
FIESTA IN AMERICA -- Aug 15 & 16, 2026	\$25,000 (Two days)
EARLY BIRD DISCOUNTS apply only to two-day sponsorship commitments (confirmation on or before May 31, 2026)	\$2,000 (discount)
Fiesta Talks Magazine (8 x 10.5 inches, printed and displayed on site's homepage)	
Inside front cover, inside back cover, or back cover advertisement in Fiesta Talks Magazine (first come, first served)	<input checked="" type="checkbox"/>
Full-page sponsor-penned advertorial in <i>Fiesta Talks Magazine</i> * (8 x 10.5 inches)	<input checked="" type="checkbox"/>
Full-page feature article of sponsor for Fiesta Talks	<input checked="" type="checkbox"/>
Listing in exhibitors' index in <i>Fiesta Talks Magazine</i>	<input checked="" type="checkbox"/>
Newsletter Marketing	
Sponsor-or FIA-penned 150-word copy in E-Newsletter distributed weekly to 7K subscribers, with call-to-action link to sponsor site	One (1)
Misc	
Tour package of NY landmarks and Filipino American communities	
Business talk with target audience	
PEOPLE'S BALL (FIA Companion Gala, Aug 9, 2026)	
Complimentary seats	Five (5)
Standee banner at reception area	One (1)
Exhibitor tables at reception area	One (1)
Onstage opportunity: 5-minute AV presentation (with video and audio)	One (1)
Looping LED reels with audio	
Looping 30-to 60-sec video commercials (muted audio)	One (1)
Looping LED logos; duration at FIA discretion	<input checked="" type="checkbox"/>

**To ensure that sponsors and exhibitors receive the full range of entitlements listed in their chosen package (such as logo and video display on LED walls, advertisement placement in Fiesta Talks magazine, and other promotional benefits), confirmation must be secured in advance of published deadlines. Any confirmation received seven (7) business days or less before the event will be accommodated with a basic skirted table only, without the additional entitlements outlined in the sponsorship or exhibitor package. We kindly ask all participants to respect deadlines so that we can deliver the promised visibility and benefits in a timely and professional manner.*

***5,000 copies of Fiesta Talks Magazine, the official publication, is distributed to Filipino stores one week before the event and are distributed for free among Fiesta In America attendees. The online PDF flipbook is displayed on the homepage of philippinefiestausa.com the whole year round. Size of content available is 8 x 10.5 inches. Videos for LED wall must be submitted two months before the event to allow for posting on social media and other promotional initiatives.*

GOLD SPONSOR: \$15K

SPONSOR & EXHIBITOR PACKAGES	GOLD
FIESTA IN AMERICA -- Aug 15 & 16, 2026	\$15,000 (Two days)
EARLY BIRD DISCOUNTS apply only to two-day sponsorship commitments (confirmation on or before May 31, 2026)	\$1,500 (discount)
Exhibit & Booth Presence (open top, 4' height limit)	
One skirted 6ft. X 30in. table (exhibit space with table is 8 feet)	Two (2)
Chairs per table for booth staff	Four (4)
Company signage displayed onsite	<input checked="" type="checkbox"/>
Website & Social Media Exposure	
Co-branded event promotion with video ad placement on Fiesta in America homepage	
Website blog post featuring sponsor; anchor linked to client's website	
Philippine Fiesta USA website logo exposure for 8 months	<input checked="" type="checkbox"/>
Social media posts before event	<input checked="" type="checkbox"/>
Welcome announcement with sponsor's and exhibitor's logo on Facebook and Instagram	<input checked="" type="checkbox"/>
Prime Placement & Marketing Visibility	
Out-of-home billboard placement near Philippine Airlines at JFK Airport or Times Square (extra fee)	<input checked="" type="checkbox"/>
Logo featured on all pre-event and onsite marketing materials including posters, digital ads, LED wall displays, and Fiesta Talks Magazine	<input checked="" type="checkbox"/>
PA/emcee shoutouts — live announcements from the emcee during the event.	One (1)
Guaranteed mention in at least one press release distributed to U.S. and Philippine media	<input checked="" type="checkbox"/>
Stage & Speaking Presentation Opportunities Onstage with LED Wall (28 x 8 ft) in Background	
Stage time with AV, followed by a muted visual backdrop as your representative addresses the audience	5 min
Speaking presentation onstage (muted visual backdrop)	<input checked="" type="checkbox"/>
30-second LED reel (video playing, audio muted)	Four (4)
Looping LED logos; duration at FIA discretion	<input checked="" type="checkbox"/>

SPONSOR & EXHIBITOR PACKAGES	GOLD
FIESTA IN AMERICA -- Aug 15 & 16, 2026	\$15,000 (Two days)
EARLY BIRD DISCOUNTS apply only to two-day sponsorship commitments (confirmation on or before May 31, 2026)	\$1,500 (discount)
Exhibit & Booth Presence (open top, 4' height limit)	
One skirted 6ft. X 30in. table (exhibit space with table is 8 feet)	Two (2)
Chairs per table for booth staff	Four (4)
Company signage displayed onsite	<input checked="" type="checkbox"/>
Website & Social Media Exposure	
Co-branded event promotion with video ad placement on Fiesta in America homepage	
Website blog post featuring sponsor, anchor linked to client's website	
Philippine Fiesta USA website logo exposure for 8 months	<input checked="" type="checkbox"/>
Social media posts before event	<input checked="" type="checkbox"/>
Welcome announcement with sponsor's and exhibitor's logo on Facebook and Instagram	<input checked="" type="checkbox"/>
Prime Placement & Marketing Visibility	
Out-of-home billboard placement near Philippine Airlines at JFK Airport or Times Square (extra fee)	<input checked="" type="checkbox"/>
Logo featured on all pre-event and onsite marketing materials including posters, digital ads, LED wall displays, and Fiesta Talks Magazine	<input checked="" type="checkbox"/>
PA/emcee shoutouts — live announcements from the emcee during the event.	One (1)
Guaranteed mention in at least one press release distributed to U.S. and Philippine media	<input checked="" type="checkbox"/>
Stage & Speaking Presentation Opportunities Onstage with LED Wall (28 x 8 ft) in Background	
Stage time with AV, followed by a muted visual backdrop as your representative addresses the audience	5 min
Speaking presentation onstage (muted visual backdrop)	<input checked="" type="checkbox"/>
30-second LED reel (video playing, audio muted)	Four (4)
Looping LED logos; duration at FIA discretion	<input checked="" type="checkbox"/>

TITANIUM: \$10K

SPONSOR & EXHIBITOR PACKAGES	TITANIUM
FIESTA IN AMERICA -- Aug 15 & 16, 2026	\$10,000 (Two days)
EARLY BIRD DISCOUNTS apply only to two-day sponsorship commitments (confirmation on or before May 31, 2026)	\$1,000 (discount)
Exhibit & Booth Presence (open top, 4' height limit)	
One skirted 6ft. X 30in. table (exhibit space with table is 8 feet)	Two (2)
Chairs per table for booth staff	Two (2)
Company signage displayed onsite	<input checked="" type="checkbox"/>
Website & Social Media Exposure	
Co-branded event promotion with video ad placement on Fiesta in America homepage	
Website blog post featuring sponsor; anchor linked to client's website	
Philippine Fiesta USA website logo exposure for 8 months	<input checked="" type="checkbox"/>
Social media posts before event	<input checked="" type="checkbox"/>
Welcome announcement with sponsor's and exhibitor's logo on Facebook and Instagram	<input checked="" type="checkbox"/>
Prime Placement & Marketing Visibility	
Out-of-home billboard placement near Philippine Airlines at JFK Airport or Times Square (extra fee)	<input checked="" type="checkbox"/>
Logo featured on all pre-event and onsite marketing materials including posters, digital ads, LED wall displays, and Fiesta Talks Magazine	<input checked="" type="checkbox"/>
PA/emcee shoutouts — live announcements from the emcee during the event.	One (1)
Guaranteed mention in at least one press release distributed to U.S. and Philippine media	<input checked="" type="checkbox"/>
Stage & Speaking Presentation Opportunities Onstage with LED Wall (28 x 8 ft) in Background	
Stage time with AV, followed by a muted visual backdrop as your representative addresses the audience	2 min
Speaking presentation onstage (muted visual backdrop)	
30-second LED reel (video playing, audio muted)	Four (4)
Looping LED logos; duration at FIA discretion	<input checked="" type="checkbox"/>

SPONSOR & EXHIBITOR PACKAGES	TITANIUM
FIESTA IN AMERICA -- Aug 15 & 16, 2026	\$10,000 (Two days)
EARLY BIRD DISCOUNTS apply only to two-day sponsorship commitments (confirmation on or before May 31, 2026)	\$1,000 (discount)
Fiesta Talks Magazine (8 x 10.5 inches, printed and displayed on site's homepage)	
Inside front cover, inside back cover, or back cover advertisement in Fiesta Talks Magazine (first come, first served)	<input checked="" type="checkbox"/>
Full-page sponsor-penned advertorial in <i>Fiesta Talks Magazine</i> * (8 x 10.5 inches)	<input checked="" type="checkbox"/>
Full-page feature article of sponsor for Fiesta Talks	
Listing in exhibitors' index in <i>Fiesta Talks Magazine</i>	<input checked="" type="checkbox"/>
Newsletter Marketing	
Sponsor-or FIA-penned 150-word copy in E-Newsletter distributed weekly to 7K subscribers, with call-to-action link to sponsor site	One (1)
Misc	
Tour package of NY landmarks and Filipino American communities	
Business talk with target audience	
PEOPLE'S BALL (FIA Companion Gala, Aug 9, 2026)	
Complimentary seats	Two (2)
Standee banner at reception area	
Exhibitor tables at reception area	
Onstage opportunity: 5-minute AV presentation (with video and audio)	
Looping LED reels with audio	
Looping 30-to 60-sec video commercials (muted audio)	
Looping LED logos; duration at FIA discretion	<input checked="" type="checkbox"/>

**To ensure that sponsors and exhibitors receive the full range of entitlements listed in their chosen package (such as logo and video display on LED walls, advertisement placement in Fiesta Talks magazine, and other promotional benefits), confirmation must be secured in advance of published deadlines. Any confirmation received seven (7) business days or less before the event will be accommodated with a basic skirted table only, without the additional entitlements outlined in the sponsorship or exhibitor package. We kindly ask all participants to respect deadlines so that we can deliver the promised visibility and benefits in a timely and professional manner.*

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SILVER SPONSOR: \$7,500

SPONSOR & EXHIBITOR PACKAGES	SILVER
FIESTA IN AMERICA -- Aug 15 & 16, 2026	\$7,500 (Two days)
EARLY BIRD DISCOUNTS apply only to two-day sponsorship commitments (confirmation on or before May 31, 2026)	\$500 (discount)
Exhibit & Booth Presence (open top, 4' height limit)	
One skirted 6ft. X 30in. table (exhibit space with table is 8 feet)	Two (2)
Chairs per table for booth staff	Two (2)
Company signage displayed onsite	<input checked="" type="checkbox"/>
Website & Social Media Exposure	
Co-branded event promotion with video ad placement on Fiesta in America homepage	
Website blog post featuring sponsor, anchor linked to client's website	
Philippine Fiesta USA website logo exposure for 8 months	<input checked="" type="checkbox"/>
Social media posts before event	<input checked="" type="checkbox"/>
Welcome announcement with sponsor's and exhibitor's logo on Facebook and Instagram	<input checked="" type="checkbox"/>
Prime Placement & Marketing Visibility	
Out-of-home billboard placement near Philippine Airlines at JFK Airport or Times Square (extra fee)	<input checked="" type="checkbox"/>
Logo featured on all pre-event and onsite marketing materials including posters, digital ads, LED wall displays, and Fiesta Talks Magazine	<input checked="" type="checkbox"/>
PA/emcee shoutouts — live announcements from the emcee during the event.	One (1)
Guaranteed mention in at least one press release distributed to U.S. and Philippine media	<input checked="" type="checkbox"/>
Stage & Speaking Presentation Opportunities Onstage with LED Wall (28 x 8 ft) in Background	
Stage time with AV, followed by a muted visual backdrop as your representative addresses the audience	2 min
Speaking presentation onstage (muted visual backdrop)	
30-second LED reel (video playing, audio muted)	Four (4)
Looping LED logos; duration at FIA discretion	<input checked="" type="checkbox"/>

SPONSOR & EXHIBITOR PACKAGES	SILVER
FIESTA IN AMERICA -- Aug 15 & 16, 2026	\$7,500 (Two days)
Fiesta Talks Magazine (8 x 10.5 inches, printed and displayed on site's homepage)	
Inside front cover, inside back cover, or back cover advertisement in Fiesta Talks Magazine (first come, first served)	<input checked="" type="checkbox"/>
Full-page sponsor-penned advertorial in <i>Fiesta Talks Magazine</i> * (8 x 10.5 inches)	
Full-page feature article of sponsor for Fiesta Talks	
Listing in exhibitors' index in <i>Fiesta Talks Magazine</i>	<input checked="" type="checkbox"/>
Newsletter Marketing	
Sponsor-or FIA-penned 150-word copy in E-Newsletter distributed weekly to 7K subscribers, with call-to-action link to sponsor site	
Misc	
Tour package of NY landmarks and Filipino American communities	
Business talk with target audience	
PEOPLE'S BALL (FIA Companion Gala, Aug 9, 2026)	
Complimentary seats	One (1)
Standee banner at reception area	
Exhibitor tables at reception area	
Onstage opportunity: 5-minute AV presentation (with video and audio)	
Looping LED reels with audio	
Looping 30-to 60-sec video commercials (muted audio)	
Looping LED logos; duration at FIA discretion	<input checked="" type="checkbox"/>

**To ensure that sponsors and exhibitors receive the full range of entitlements listed in their chosen package (such as logo and video display on LED walls, advertisement placement in Fiesta Talks magazine, and other promotional benefits), confirmation must be secured in advance of published deadlines. Any confirmation received seven (7) business days or less before the event will be accommodated with a basic skirted table only, without the additional entitlements outlined in the sponsorship or exhibitor package. We kindly ask all participants to respect deadlines so that we can deliver the promised visibility and benefits in a timely and professional manner.*

***5,000 copies of Fiesta Talks Magazine, the official publication, is distributed to Filipino stores one week before the event and are distributed for free among Fiesta In America attendees. The online PDF flipbook is displayed on the homepage of philippinefiestausa.com the whole year round. Size of content available is 8 x 10.5 inches. Videos for LED wall must be submitted two months before the event to allow for posting on social media and other promotional initiatives.*

BRONZE SPONSOR: \$5,000

SPONSOR & EXHIBITOR PACKAGES	BRONZE
FIESTA IN AMERICA -- Aug 15 & 16, 2026	\$5,000 (Two days)
EARLY BIRD DISCOUNTS apply only to two-day sponsorship commitments (confirmation on or before May 31, 2026)	\$500 (discount)
Exhibit & Booth Presence (open top, 4' height limit)	
One skirted 6ft. X 30in. table (exhibit space with table is 8 feet)	One (1)
Chairs per table for booth staff	Two (2)
Company signage displayed onsite	<input checked="" type="checkbox"/>
Website & Social Media Exposure	
Co-branded event promotion with video ad placement on Fiesta in America homepage	
Website blog post featuring sponsor; anchor linked to client's website	
Philippine Fiesta USA website logo exposure for 8 months	<input checked="" type="checkbox"/>
Social media posts before event	<input checked="" type="checkbox"/>
Welcome announcement with sponsor's and exhibitor's logo on Facebook and Instagram	
Prime Placement & Marketing Visibility	
Out-of-home billboard placement near Philippine Airlines at JFK Airport or Times Square (extra fee)	<input checked="" type="checkbox"/>
Logo featured on all pre-event and onsite marketing materials including posters, digital ads, LED wall displays, and Fiesta Talks Magazine	<input checked="" type="checkbox"/>
PA/emcee shoutouts — live announcements from the emcee during the event.	
Guaranteed mention in at least one press release distributed to U.S. and Philippine media	<input checked="" type="checkbox"/>
Stage & Speaking Presentation Opportunities Onstage with LED Wall (28 x 8 ft) in Background	
Stage time with AV, followed by a muted visual backdrop as your representative addresses the audience	
Speaking presentation onstage (muted visual backdrop)	
30-second LED reel (video playing, audio muted)	One (1)
Looping LED logos; duration at FIA discretion	<input checked="" type="checkbox"/>

SPONSOR & EXHIBITOR PACKAGES	BRONZE
FIESTA IN AMERICA -- Aug 15 & 16, 2026	\$5,000 (Two days)
Fiesta Talks Magazine (8 x 10.5 inches, printed and displayed on site's homepage)	
Inside front cover, inside back cover, or back cover advertisement in Fiesta Talks Magazine (first come, first served)	<input checked="" type="checkbox"/>
Full-page sponsor-penned advertorial in <i>Fiesta Talks Magazine</i> * (8 x 10.5 inches)	
Full-page feature article of sponsor for Fiesta Talks	
Listing in exhibitors' index in <i>Fiesta Talks Magazine</i>	<input checked="" type="checkbox"/>
Newsletter Marketing	
Sponsor-or FIA-penned 150-word copy in E-Newsletter distributed weekly to 7K subscribers, with call-to-action link to sponsor site	
Misc	
Tour package of NY landmarks and Filipino American communities	
Business talk with target audience	
PEOPLE'S BALL (FIA Companion Gala, Aug 9, 2026)	
Complimentary seats	
Standee banner at reception area	
Exhibitor tables at reception area	
Onstage opportunity: 5-minute AV presentation (with video and audio)	
Looping LED reels with audio	
Looping 30-to 60-sec video commercials (muted audio)	
Looping LED logos; duration at FIA discretion	<input checked="" type="checkbox"/>

**To ensure that sponsors and exhibitors receive the full range of entitlements listed in their chosen package (such as logo and video display on LED walls, advertisement placement in Fiesta Talks magazine, and other promotional benefits), confirmation must be secured in advance of published deadlines. Any confirmation received seven (7) business days or less before the event will be accommodated with a basic skirted table only, without the additional entitlements outlined in the sponsorship or exhibitor package. We kindly ask all participants to respect deadlines so that we can deliver the promised visibility and benefits in a timely and professional manner.*

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EXHIBITOR: \$3,400 & \$1,800

SPONSOR & EXHIBITOR PACKAGES	EXHIBITORS
FIESTA IN AMERICA -- Aug 15 & 16, 2026	\$3,400 (Two days) or \$1,800 (One day)
EARLY BIRD DISCOUNTS apply only to two-day sponsorship commitments (confirmation on or before May 31, 2026)	\$200 (discount)
Exhibit & Booth Presence (open top, 4' height limit)	
One skirted 6ft. X 30in. table (exhibit space with table is 8 feet)	One (1)
Chairs per table for booth staff	Two (2)
Company signage displayed onsite	<input checked="" type="checkbox"/>
Website & Social Media Exposure	
Co-branded event promotion with video ad placement on Fiesta in America homepage	
Website blog post featuring sponsor; anchor linked to client's website	
Philippine Fiesta USA website logo exposure for 8 months	<input checked="" type="checkbox"/>
Social media posts before event	
Welcome announcement with sponsor's and exhibitor's logo on Facebook and Instagram	
Prime Placement & Marketing Visibility	
Out-of-home billboard placement near Philippine Airlines at JFK Airport or Times Square (extra fee)	<input checked="" type="checkbox"/>
Logo featured on all pre-event and onsite marketing materials including posters, digital ads, LED wall displays, and Fiesta Talks Magazine	<input checked="" type="checkbox"/>
PA/emcee shoutouts — live announcements from the emcee during the event.	
Guaranteed mention in at least one press release distributed to U.S. and Philippine media	
Stage & Speaking Presentation Opportunities Onstage with LED Wall (28 x 8 ft) in Background	
Stage time with AV, followed by a muted visual backdrop as your representative addresses the audience	
Speaking presentation onstage (muted visual backdrop)	
30-second LED reel (video playing, audio muted)	
Looping LED logos; duration at FIA discretion	<input checked="" type="checkbox"/>

SPONSOR & EXHIBITOR PACKAGES*	EXHIBITORS
FIESTA IN AMERICA -- Aug 15 & 16, 2026	\$3,400 (Two days) or \$1,800 (One day)
Fiesta Talks Magazine (8 x 10.5 inches, printed and displayed on site's homepage)	
Inside front cover, inside back cover, or back cover advertisement in Fiesta Talks Magazine (first come, first served)	<input checked="" type="checkbox"/>
Full-page sponsor-penned advertorial in <i>Fiesta Talks Magazine</i> * (8 x 10.5 inches)	
Full-page feature article of sponsor for Fiesta Talks	
Listing in exhibitors' index in <i>Fiesta Talks Magazine</i>	<input checked="" type="checkbox"/>
Newsletter Marketing	
Sponsor-or FIA-penned 150-word copy in E-Newsletter distributed weekly to 7K subscribers, with call-to-action link to sponsor site	
Misc	
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Looping LED reels with audio	
Looping 30-to 60-sec video commercials (muted audio)	
Looping LED logos; duration at FIA discretion	<input checked="" type="checkbox"/>

**To ensure that sponsors and exhibitors receive the full range of entitlements listed in their chosen package (such as logo and video display on LED walls, advertisement placement in Fiesta Talks magazine, and other promotional benefits), confirmation must be secured in advance of published deadlines. Any confirmation received seven (7) business days or less before the event will be accommodated with a basic skirted table only, without the additional entitlements outlined in the sponsorship or exhibitor package. We kindly ask all participants to respect deadlines so that we can deliver the promised visibility and benefits in a timely and professional manner.*

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Print Advertising Reservation Form



**Deadline for Advertising & Payment:
July 15, 2026**

August 15-16, 2026
American Dream, 1 American Dream Way
Court A, East Rutherford, NJ 07307

PRINT AD RATES AND DETAILS

The Fiesta Talks Magazine will be distributed to attendees at FIESTA IN AMERICA on August 15 & 16, 2026 for free. The circulation is 5,000 and readership is estimated at 20,000 with the average Filipino household size at over 4 persons.

Cost:

- Inside Full Page: \$600.
- Back Cover: \$3000.
- Inside Back/Front: \$2000.
- Premium Page \$1000.
(First 10 pages starting page 3)

(Based on finished artwork, ready for printing.) Finished artwork (full colors only) in the correct size will be accepted without additional charges.

Production Charges: Typesetting or other preparation work will be billed separately to the advertiser at a flat rate of \$200.

MECHANICAL REQUIREMENTS:

Full page ad publication size: 8" x 10.5," PDF format
Photo: 2400 pixels wide x 3150 pixels high (300 dpi)
Logo: 2 x 2 inches, 600 x 600 pixels (300 dpi).
Submission deadline: June 24, 2026.
Please send all finished digital artwork to
info@fiestainamerica.com

ADVERTISING CONTRACT

I would like to place an advertisement in the 2026 Fiesta Talks Magazine

Name: _____ Job Title: _____

Company: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

PAYMENT INSTRUCTIONS

Payment in full must accompany this contract. Please make check or money order payable to Philippine Fiesta USA, Inc. and mail along with this form to 124 East 40th Street, Suite 1004, New York, NY 10016. For US-based exhibitors, payment can be made. For Philippine-based exhibitors, this contract must be faxed to +1.212.682.2038 with payment in full remitted to our Chase Bank Account #308968830, ABA No. 021000021, Swift Code CHASUS33, Bank Address: 633 3rd Ave, New York, NY 10017, upon signing of this contract. Proof of remittance must be sent with this contract.

If paying by credit card*, please provide us with the following information:

Check or Money Order Enclosed Credit Card Visa Mastercard Amex Discover

*There is an additional 3% processing fee on all credit card payments.

Name: _____ Total Amount: _____

Credit Card Number: _____ Expiration Date: _____ Security Code: _____

Billing Address: _____ Authorized Signature: _____

Skip the Shipping — We'll Print It Right Here in New York

High-Quality Prints, Hassle-Free from

New York Press

Joining our event as a sponsor or exhibitor? If you're in the Philippines or miles away from our venue, there's no need to ship your marketing materials if you print from us.

We've got you covered.

With nearly 30 years of printing experience in New York and New Jersey, we are your preferred one-stop shop for in-house graphic design and commercial printing services.

From banners and brochures to booth displays and business cards, we've been delivering top-tier

print solutions for clients across industries. Let us handle the printing—so you can focus on making your presence felt.

Visit us at newyorkpress.net for more details. You may also contact us at +1(212) 682-6610 or info@newyorkpress.net



People's Ball



People's Ball is the tri-state area's leading Filipino American networking and recognition gala. Through its annual **Filipino American Empowerment Awards**, it has honored more than 140 Filipino Americans for their achievements in business, arts, healthcare, public service, and community leadership.

Awardees are featured in Fiesta Talks Magazine, distributed to over 13,000 attendees during Fiesta in America.

OUR MISSION

To recognize Filipino-American excellence and create lasting connections among leaders who shape our community's future.

OUR VISION

To build a strong, influential network of Filipino American professionals and changemakers across the tri-state area—where success is celebrated, relationships are forged, and collective impact grows.

Pasko in America



Pasko in America is the East Coast’s leading Filipino Christmas festival, held annually at American Dream in New Jersey.

Now in its third year, the event welcomes over **6,000 Filipino American families** and reaches nearly **60,000 mall visitors** during the peak holiday season.

For sponsors and exhibitors, Pasko offers direct access to families during peak shopping season, with extended engagement through children’s activities and cultural performances.

OUR MISSION

To celebrate Filipino Christmas as a multigenerational family tradition—where children and young adults discover their heritage, families create holiday memories, and culture becomes accessible to all.

OUR VISION

To establish Filipino Christmas as a recognized and commercially vital cultural season across the East Coast—creating sustainable opportunities for Filipino businesses and brands.

Join us at the 29th Fiesta in America!



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124 EAST 40TH STREET,
SUITE 1004
NEW YORK, NY 10016 USA
PHONE: (212) 682-6610
EMAIL: INFO@FIESTAINAMERICA.COM

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ORGANIZATION

philippinefiestausa.com

